

Benjamin R. Proffitt

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SUMMARY: Communications professional with a background saturated in the automotive media industry, looking to secure a full time position on a social media team with responsibilities of creating content and stoking engagement online

EDUCATION

Bachelor of Science in Communication and Information

(Aug. 2018)

UNIVERSITY OF TENNESSEE | Knoxville, TN

- Major: Journalism & Electronic Media
- Minor: Business Administration
- Gamma Beta Phi Honor & Service Society

EXPERIENCE

WINDING ROAD MAGAZINE | Remote

Contributing Producer

(Jun. 2020-present)

- Pitch, shoot, edit, and write original content feeding 1M+ subscribers on YouTube alone, and all other channels
- Aid in follower engagement through comment moderation and review of social media post analytics
- Collaborate with content team to brainstorm improvements to the brand and its online accounts
- Maintain positive relationships with vehicle fleet managers, social commenters, and other contributors
- Facilitate workload by keeping calendars of project deadlines and scheduling of press vehicles

B R PROFFITT PRODUCTIONS | Multiple locations

Freelance Content Creator

(Aug. 2016-present)

- Grow brands through research, content creation, and customer interaction on social networks
- Execute all video production, photography, feature and copywriting, and event coordination for clients
- Keep up to date on industry trends, news, and technology in the content production space
- Maintain collaborative network of industry professionals while managing projects

HAGERTY | Golden, CO (remote)

Automotive Enthusiast Advisor

(Feb. 2021-Apr. 2023)

- Licensed sales and service agent who wrote classic/collector car insurance in all 50 states
- Served and advised members and clients to uncover unique solutions to their specific coverage situations
- Selected as company Car Culture SME participating in automotive workshop instruction and volunteer events
- Multitasked to uphold efficiency requirements while providing callers with a first class member experience
- Educated clients on solutions to their ongoing automotive restoration projects in Ask Hagerty job share

SPEED DIGITAL | Charlotte, NC (Remote)

Senior Content Editor

(Jan. 2019-Jan. 2021)

- Senior editor for 7,000+ vehicle promo videos for the company's largest client
- Administered video publishing and uploading to company outlets using Dropbox and Google Drive
- Created short form videos covering smaller client stories for company's sister channel, Motorious
- Ran all video operations with minimal oversight

DRIVE UT - UNIVERSITY CAR CLUB | Knoxville, TN

Club Manager

(Aug 2016-2019)

- Performed marketing practices resulting in growth of active club membership by 130% in two years
- Served as club voice by managing member online community forums and responding to social media commenters
- Crafted weekly newsletter covering upcoming events, community guidelines, contest winners, and new members
- Grew club awareness through production of bespoke social content and implementation of advertising tactics
- Managed weekly club events, contests, travel logistics, and board of club officers
- Orchestrated alumni 3-day mountain retreat in Summer 2022 for those in the online community forums

CAR AND DRIVER | Ann Arbor, MI

Intern - Media, Vehicle Testing

(May-Aug. 2017)

- Had personal photo and video work published in online vehicle reviews and Buyers Guide write-ups
- Scouted locations and aided production efforts for social media coordinator and staff photographers
- Tested limit performance and recorded technical specifications for each press vehicle into company database